

Rep Order# 6849390
Ver# 3
Status Revised
Traffic Order# 205060
Printed: 10/19/2012 8:31 AM
1 of 4

EC'd Yes
Last Received: 10/19/2012 8:20 AM
Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser ( ) DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency ( ) GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---									
SC=*									
--- REMARKS ---									
REV TO CNX ORDER									
ATTN ALL LINES									
ATTN NEW TTL									
PLEASE CFN									
THANKS									
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Time	Rate
*1		Buyline Comment: PC V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F 1P-2P	\$150.00
*2		Buyline Comment: PC V3 Cancelled	11/05-11/05	0	\$0.00	:30	0	M 1P-2P	\$150.00
*3		Buyline Comment: PC V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F 3P-4P	\$150.00
*4		Buyline Comment: PC V3 Cancelled	11/05-11/06	0	\$0.00	:30	0	M-TU 3P-4P	\$150.00
*5		Buyline Comment: AFHV V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F 4P-5P	\$150.00

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		Buyline Comment: AFHV V3 Cancelled	11/05-11/06	0	\$0.00	:30	0	M-TU	4P-5P	0	\$150.00
*7		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F	7A-8A	0	\$25.00
*8		Buyline Comment: WENDY WILLIAMS V3 Cancelled	11/05-11/05	0	\$0.00	:30	0	M	7A-8A	0	\$25.00
*9		Buyline Comment: NEWS V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F	9P-930P	0	\$2,200.00
*10		Buyline Comment: NEWS V3 Cancelled	11/05-11/05	0	\$0.00	:30	0	M	9P-930P	0	\$2,200.00
*11		Buyline Comment: NEWS V3 Cancelled	10/30-11/02	0	\$0.00	:30	0	TU-F	930P-10P	0	\$1,800.00
*12		Buyline Comment: NEWS V3 Cancelled	11/05-11/05	0	\$0.00	:30	0	M	930P-10P	0	\$1,800.00
*13		Buyline Comment: NEWS V3 Cancelled	11/03-11/03	0	\$0.00	:30	0	SA	9P-930P	0	\$700.00
*14		Buyline Comment: NEWS V3 Cancelled	11/03-11/03	0	\$0.00	:30	0	SA	930P-10P	0	\$700.00

Station KASA-TV ALBUQUERQUE, NM.	Agency ( ) GREAT AMERICAN MEDIA	Rep Firm ( ) PHILADELPHIA
Advertiser ( ) DSCC IE	3050 K ST NW	Sales Office ( ) AMY MCCREARY
Product DSCC IE	WASHINGTON, DC 20007	Salesperson ( )
Estimate# 1540	Agency C/P1/P2/E 49/53/1540	Salesperson Phone# 215-568-6540
Buyer DAN NAGELBERG	Flight Dates 10/30/2012 - 11/06/2012	Salesperson FAX# 215-568-1845
Phone#	Hiatus Weeks	
Fax#		

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*15		Buyline Comment: NEWS V3 Cancelled	11/04-11/04	0	\$0.00	:30	0	SU	9P-930P	0	\$2,200.00
*16		Buyline Comment: NEWS V3 Cancelled	11/04-11/04	0	\$0.00	:30	0	SU	930P-10P	0	\$1,600.00
*17		Buyline Comment: BONES V3 Cancelled	11/05-11/05	0	\$0.00	:30	0	M	7P-8P	0	\$2,000.00
*18		Buyline Comment: RH/B&K V3 Cancelled	11/06-11/06	0	\$0.00	:30	0	TU	7P-8P	0	\$1,300.00
*19		Buyline Comment: XFACTOR V3 Cancelled	10/31-10/31	0	\$0.00	:30	0	W	7P-9P	0	\$2,100.00
*20		Buyline Comment: FOX NCAA FB AFT V3 Cancelled	11/03-11/03	0	\$0.00	:30	0	SA	2P-5P	0	\$300.00
*21		Buyline Comment: FOX NCAA FB PRIME V3 Cancelled	11/03-11/03	0	\$0.00	:30	0	SA	6P-9P	0	\$400.00
*22		Buyline Comment: NFL PREGAME V3 Cancelled	11/04-11/04	0	\$0.00	:30	0	SU	10A-11A	0	\$800.00

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*23			11/04-11/04	0	\$0.00	:30	0	SU	11A-2P	0	\$9,000.00

Buyline Comment: ARIZONA @ GB  
V3 Cancelled

---REPORT TOTALS---  
Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---  
Nov 12: 0 / \$0.00  
Sales Totals: 0 / \$0.00  
Station Totals: 0 / \$0.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--						
Market Totals	\$0	CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
		KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE---  
---COMPETITIVE COMMENTS---

Books NOV12  
Demos RA3b+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order# 6849390
Ver# 2
Status Returned
Traffic Order# 205060
Printed: 09/12/2012 9:13 AM
1 of 2

EC'd Yes
Last Received: 09/05/2012 3:11 PM
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser ( ) DSCC IE
Product DSCC IE
Estimate# 1540
Buyer DAN NAGELBERG
Phone#
Fax#

Agency ( ) GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1540
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC= \*

--- REMARKS ---
SEE PEOPLES COURT TP CHANGES LINES 1-4

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1	-----	-----	-----	----	-----	----	-----	-----	-----	-----	-----
		Buyline Comment: PC	10/30-11/02	1	\$1,050.00	:30	7	TU-F	1P-2P	7	\$150.00
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. LN BKED 12-1P									
*2		Buyline Comment: PC	11/05-11/05	1	\$150.00	:30	1	M	1P-2P	1	\$150.00
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. LN BKED 12-1P									
*3		Buyline Comment: PC	10/30-11/02	1	\$750.00	:30	5	TU-F	3P-4P	5	\$150.00
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. LN BKED 2-3P									
*4		Buyline Comment: PC	11/05-11/06	1	\$300.00	:30	2	M-TU	3P-4P	2	\$150.00
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. LN BKED 2-3P									

---REPORT TOTALS---
Report Totals: 15 / \$2,250.00

---SALES MONTHLY TOTALS---
Nov 12: 56 / \$45,300.00

Rep Order# 6849390  
EC'd Yes

Ver# 1  
Status New

Traffic Order# 205060  
Printed: 09/05/2012 3:10 PM  
Last Received: 09/05/2012 2:40 PM  
Showing Buylines: All Lines

1 of 3

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

205060

09/05/2012

--- CONTRACT COMMENT ---									
SC=*									
Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Time	Rate
1		Buyline Comment: PC	10/30-11/02	1	\$1,050.00	:30	7	12-1 1P-2P	\$150.00
2		Buyline Comment: PC	11/05-11/05	1	\$150.00	:30	1	12-1 1P-2P	\$150.00
3		Buyline Comment: PC	10/30-11/02	1	\$750.00	:30	5	2-3 3P-4P	\$150.00
4		Buyline Comment: PC	11/05-11/06	1	\$300.00	:30	2	2-3 3P-4P	\$150.00
5		Buyline Comment: AFHV	10/30-11/02	1	\$900.00	:30	6	4P-5P	\$150.00
6		Buyline Comment: AFHV	11/05-11/06	1	\$300.00	:30	2	4P-5P	\$150.00
7		Buyline Comment: WENDY WILLIAMS	10/30-11/02	1	\$200.00	:30	8	7A-8A	\$25.00
8		Buyline Comment: WENDY WILLIAMS	11/05-11/05	1	\$50.00	:30	2	7A-8A	\$25.00
9		Buyline Comment: NEWS	10/30-11/02	1	\$8,800.00	:30	4	9P-930P	\$2,200.00
10		Buyline Comment: NEWS	11/05-11/05	1	\$2,200.00	:30	1	9P-930P	\$2,200.00

Rep Order# 6849390 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/05/2012 3:10 PM 2 of 3

Last Received: 09/05/2012 2:40 PM

Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		Buyline Comment: NEWS	10/30-11/02	1	\$7,200.00	:30	4	TU-F	930P-10P	4	\$1,800.00 2
12		Buyline Comment: NEWS	11/05-11/05	1	\$1,800.00	:30	1	M	930P-10P	1	\$1,800.00 2
13		Buyline Comment: NEWS	11/03-11/03	1	\$700.00	:30	1	SA	9P-930P	1	\$700.00 3
14		Buyline Comment: NEWS	11/03-11/03	1	\$700.00	:30	1	SA	930P-10P	1	\$700.00 3
15		Buyline Comment: NEWS	11/04-11/04	1	\$2,200.00	:30	1	SU	9P-930P	1	\$2,200.00 2
16		Buyline Comment: NEWS	11/04-11/04	1	\$1,600.00	:30	1	SU	930P-10P	1	\$1,600.00 2
17		Buyline Comment: BONES	11/05-11/05	1	\$2,000.00	:30	1	M	7P-8P	1	\$2,000.00 2
18		Buyline Comment: RH/B&K	11/06-11/06	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00 3
19		Buyline Comment: XFACTOR	10/31-10/31	1	\$2,100.00	:30	1	W	7P-9P	1	\$2,100.00 3
20		Buyline Comment: FOX NCAA FB AFT	11/03-11/03	1	\$600.00	:30	2	SA	2P-5P	2	\$300.00 3
21		Buyline Comment: FOX NCAA FB PRIME	11/03-11/03	1	\$800.00	:30	2	SA	6P-9P	2	\$400.00 3

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
22			11/04-11/04	1	\$600.00	:30	1	SU	10A-11A	1	\$600.00
Buyline Comment: NFL PREGAME											
23			11/04-11/04	1	\$9,000.00	:30	1	SU	11A-2P	1	\$9,000.00
Buyline Comment: ARIZONA @ GB											

---REPORT TOTALS---  
Report Totals: 56 / \$45,300.00

---SALES MONTHLY TOTALS---  
Nov 12: 56 / \$45,300.00  
Sales Totals: 56 / \$45,300.00  
Station Totals: 56 / \$45,300.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$323,571

CABL 0%	KASA 14%	KASY 1%	KLUZ 0%	KOAT 36%
KOB 20%	KRQE 28%	KWBQ 1%		

---COMPETITIVE COMMENTS---

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE